



DEPARTMENT OF PUBLIC WORKS
CITY OF NEW ORLEANS

New Orleans Streetlight Banner Program

Interim Policy (April 28, 2016)

Note: This Interim Policy governing the City of New Orleans' Streetlight Banner Program will remain in effect until a review and update of the City's Streetlight Banner Program is completed. This review and update is intended to introduce improvements to the program and incorporate best practices from other municipalities.

*The City of New Orleans' Streetlight Banner Program is a policy that aims to raise awareness of and promote local civic and community events and occasions in a high-impact, place-based manner. Local organizations will be allowed to hang banners under certain conditions and specifications if first approved in writing by the City as detailed below. **Banners, or other décor, may not be installed on City property without a permit.** Below are the requirements for banner placement on City property:*

Purpose:

The purpose of this program is to allow organizations to promote local civic and community events, occasions or special events in the City that have a direct and substantial civic or community benefit. The event or occasion should be of such a nature that its promotion, via appropriate messaging displayed on City property, will benefit the citizens of New Orleans. Political campaigning is not permitted under this policy.

Permits may be granted by the City pursuant to this program for promoting business districts within the City, hospital districts within the City and educational institutions within the City. Sponsors may hold permits if they are acting as the agent providing insurance, management, etc. for a local organization.

The City may regulate the content of the banners to ensure that they effectuate the purpose of promoting local events or occasions that have a direct and substantial civic or community benefit, and impose other time, place and manner restrictions necessary to protect City property, City benefits, welfare of the citizenry, and public safety.

Application Process: Applications must be submitted no later than 45 days prior to installation. Reservations are finalized upon the City's issuance of a permit. To apply, please provide a request in writing to:

Director
Department of Public Works, City of New Orleans
ATTN: Streetlight Banner Program Coordinator
1300 Perdido St, Suite 6W03
New Orleans, LA, 70112

The request must contain the following:

- Name and date of the local civic or community event or occasion, business or hospital district, or educational institution being promoted
- Desired location for banner installation
- Banner specifications

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- A copy of the proposed banner design
- Requested duration for banner display
- Name and contact details of contractor
- Copy of general liability insurance in the amount of \$1,000,000, naming the City of New Orleans as an additional insured
- Return a signed Hold Harmless Agreement (a partially completed Hold Harmless Agreement will be provided by the City)
- Any other information that may be required
- Application and usage fees (under review)

Use of City Property: The use of City-owned streetlight poles through the Streetlight Banner Program is a privilege that the City is proud to offer. The City maintains the right to reject any application for the use of its property if the proposed banner will not raise awareness of or promote an event or occasion that has a direct and substantial local civic or community benefit, is not public, or will not benefit the citizens of New Orleans. The City reserves a right of first refusal to use its property for City-sponsored banners at any time. In the event City use conflicts with an approved application, the applicant will be afforded either alternative dates, or a prorated refund of the fee and the opportunity to re-apply. Applicants are on notice that during certain special events, the City may invoke Clean Zone regulations and during such time, the Clean Zone regulations will supersede the provisions of this policy.

Location: Reservations for specific locations may be made up to six months in advance. *Please note that banners placed on streetlight poles within the Downtown Development District ("DDD") are subject to additional guidelines established by the DDD.* <http://downtownnola.com> .

Duration: Banners may be displayed for a maximum of 60 consecutive days. The City is authorized to dispose of banners not removed at the expiration of the permit at a cost to the permittee. ***Banners for a designated event, occasion or district may not be displayed more than once in a six month period.***

Review and Approval: Banners must be submitted for content review with the application no later than 45 days prior to the requested installation date. Please provide either an exact replica or a scaled image that depicts the banner design and content. Content for any purpose other than promotion of a civic community event or occasion, business or hospital district, or educational institution is prohibited. Sponsor names and logos are allowed. Banners may only display corporate/sponsor logos or similar endorsements if such logo or endorsement is not the dominant element in the composition of the banner (no more than 25% of the banner square may be used for sponsor credit, logos, names, and/or acknowledgement). The City reserves the right to reject banner content if it will not raise awareness of or promote a local event or occasion that has a direct and substantial civic or community benefit, is not public, or will not benefit the citizens of New Orleans.

Banner Installation: Installation of the banners is the responsibility of the permittees. Banners must be installed according to the City's specifications set forth below. Banners not installed per City specification and/or deemed to be a public safety hazard will be removed, and the cost of the removal will be the permittee's responsibility. Banners shall not obstruct traffic lights, traffic signs, streetlights, public utility lines, street names and/or parking limitations or impede traffic or transportation.

Specifications: Banners may be up to 24" wide and 60" tall. All banners must be vented. If the street light requested does not have a banner bracket, the applicant must supply the bracket and donate it to the

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City once the applicant's banners are removed. Brackets may be made of stainless steel, galvanized steel, or aluminum. The applicant is responsible for the design and fabrication of banners. Banners that do not meet the design specifications will not be permitted to be installed.

Maintenance: The permittee will be responsible for the maintenance, replacement, and upkeep of banners while installed on the City of New Orleans' streetlight poles. The City shall not be responsible for loss or damage to banners from any cause.

Streetlight Damage Liability: The permittee will be responsible for all costs to repair damages to the street lights caused by installation, while installed, and removal of the banners on the City of New Orleans street light poles. The City may apply all or a portion of any deposit to defray the expense of making needed repairs to the street light poles caused by the installation of the banners, and permittee acceptance of a permit acknowledges that the repair costs may exceed the deposit.

Fees: Under review.

Notification of Approval: If approved, the City will issue a permit to the applicant no later than 15 days prior to requested date of installation. The City will notify the applicant of any scheduling or location conflicts upon initial review of the application. For a permit to be valid, it must be signed by the City.

Cancellations and Refunds: An application may be cancelled at any time, but the applicant's fee will be refunded only if the application is cancelled at least 14 business days prior to installation.

Revocable Permit: The permit will be revocable at any time if the City determines that the banner does not fulfill the purpose of the City's Streetlight Banner Program or may be unsafe. Should the permit be revoked, the permittee shall remove its banners from the streetlight poles. If the permittee fails to remove its banners as directed, the City or its contractors may remove the permittee's banners; in this case, the permittee shall be responsible for all costs incurred by the City or its contractors in removing the banners. Furthermore, if the permit is revoked, the City shall not be liable for any costs of whatever nature incurred or suffered by the permittee or anyone else arising from the revocation of the permit.

Additional Information: For additional information or questions, please contact:

Department of Public Works
6th Floor, Suite 6W03
1300 Perdido St
New Orleans, LA 7011
Monday–Friday 8am–5pm
(504) 658-8000

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